

DEPARTMENT OF HEALTH SERVICES

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February 26, 2001

TO: Prospective Proposers

SUBJECT: REQUEST FOR PROPOSAL (RFP) #TCS 01-102
TOBACCO INDUSTRY MONITORING EVALUATION (TIME) PROJECT
ADDENDUM NO. 1

On February 8, 2001, the California Department of Health Services, Tobacco Control Section (CDHS/TCS) released RFP #TCS 01-102, entitled, "Tobacco Industry Monitoring Evaluation (TIME) Project." Since the release of the RFP, some changes were made and now need to be incorporated into your copy.

Listed below are the replacement pages. Please discard the original pages and insert the replacement pages. The shaded area indicates the changes.

<u>Page Number</u>	<u>Description</u>
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13	Tobacco Advertising and Promotions Impact
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We apologize for any inconvenience that these changes may cause.

If you should have any questions regarding this addendum, please contact Ken O'Neill, Program Administrator, CDHS/TCS, at (916) 322-0100. This addendum will also appear on the CDH/TCS website: www.dhs.ca.gov/tobacco.

Sincerely,

*Original signed by Robin Shimizu for
Dileep G. Bal, M.D.*

Dileep G. Bal, M.D., Chief
Cancer Control Branch

Enclosures

cc: See Next Page

Prospective Proposers
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cc: Local Lead Agencies
Regional Community Linkage Projects
Ethnic Networks
Competitive Grantees

II. General Information

A. WHO MAY APPLY

1. Any public or private corporation capable of conducting evaluations of this type and magnitude are eligible to apply for these funds.
2. Applicants may apply for these funds as a single agency or as a consortium of agencies. The consortium proposal is to consist of a prime contractor responsible for overall administration, coordination of the project, and one or more subcontractors.
3. Applicants may propose to use subcontractors to evaluate different program components.
4. Any agency, with the exception of universities and colleges, that receives funding from, or has an affiliation, or contractual relationship with a tobacco company, any of its subsidiaries or parent company during the term of the contract, is not eligible for funding under this RFP. Agency certification to this effect is required on Attachment 7. See Appendix A for a partial list of tobacco company subsidiaries.

With regard to universities and colleges, any Principal Investigator who within the last five years from the start date of the contract period, or during the term of the contract, receives funding from, or has an affiliation or contractual relationship with a tobacco company, any of its subsidiaries or parent company, is not eligible for funding under this RFP. The Principal Investigator's certification to this effect is required on Attachment 7.

5. For applicants claiming private non-profit status, either certification from the State of California, Office of Secretary of State, or a letter from the Department of the Treasury, Internal Revenue Service, classifying the applicant's administrative agency as a private non-profit must be included with the submission of the proposal (See sample Appendix K and L).

B. CONTRACT PERIOD AND FUNDING LEVELS

1. A maximum of \$1.25 million is estimated to be available for this RFP. A contract will be awarded for a thirty-seven (37) month period beginning June 1, 2001 and ending June 30, 2004. Proposals submitted must include a contract period for the entire 37 months.
2. CDHS/TCS reserves the right to fund none of the proposals submitted in response to this RFP.
3. Funding for this contract is dependent upon the availability of revenues from the Cigarette and Tobacco Surtax Fund and future legislative appropriations. If there are changes in the legislative mandates, court action, or other administrative changes affecting the project, the Scope of Work shall be changed to comply with these actions. The contract may be terminated by CDHS/TCS upon a 30 day notice to the prime contractor.

13. **Tobacco Industry Marketing and Promotional Activities Outside of California:** using available information from other state and national organizations, report and update current knowledge of industry activities in other states and the rest of the nation for comparison with activities in California.
14. **Tobacco Advertising and Promotions Impact:**
 - a. Identify, track, and analyze tobacco industry advertising and promotional campaigns, legislative initiatives, and legal developments, including litigation, that undermine California tobacco control efforts.
 - b. Identify tobacco industry advertising and promotional activities, or changes in their intensity, that appear to be connected, or in response, to specific CDHS/TCS initiatives, and insofar as possible analyze and assess their relation to and impact on the CDHS/TCS initiatives.
 - c. Collaborate with CDHS/TCS staff and other CDHS/TCS contractors to identify, analyze and better understand effects of CDHS/TCS program activities on tobacco industry advertising and promotional activities.
 - d. Estimate the expenditures of the tobacco industry on advertising and promotions in California. Continue to collect and review tobacco corporate donations.
 - e. Provide plausible interpretations of tobacco industry strategies to promote tobacco use in California.

B. Coordination/Collaboration

1. The project is to coordinate its work and collaborate with other CDHS/TCS contractors that are addressing tobacco industry advertising and promotions.
2. The project is to collaborate with the Attorney's General Office, Tobacco Litigation Unit, and provide documentation of probable violations of the Tobacco MSA and/or other state tobacco control laws for their follow-up. This project is to participate in the Project SMART Money and Point-of-Sale Practices workgroups.
3. The project should provide technical assistance to CDHS/TCS contractors regarding tobacco advertising and promotion data collection methods, and findings addressing tobacco advertising and marketing issues.

C. Rapid Information Dissemination

1. Implement a mechanism to alert CDHS/TCS contractors in the field in a timely manner of tobacco industry practices of interest.

D. Reports and Deliverables

A plan for the development and delivery of products shall be described in the proposal. It is the intent of CDHS/TCS that the efforts by the contractor will result in products that have great utility to users. Therefore, the data collected, and the products under this survey contract, will not be proprietary information to the contractor. They will belong to the State for public use. The proposal should describe the plan for preparation of the deliverables, the contents, and the timetable of the deliverables. The minimum requirements of the contract for deliverables of the contract are as follows:

1. **Data Set and Technical Documentation:** The contractor will be required to deliver to the CDHS/TCS all documentation, data collection instruments, data collection protocols, and technical reports, in a format which can be readily used and understood by researchers and persons with statistical expertise for analyses and evaluation purposes. The documentation and technical reports must be delivered to CDHS/TCS as the final deliverable. The bidder must expressly promise not to release any data publically or in response to subpoenas or legal disclosure until all deliverables are accepted by CDHS/TCS as satisfactory.
2. **Public Access to the database(s):** It is the intent of CDHS/TCS that the database(s) produced by this contract be readily available and used not only by CDHS/TCS but also other researchers for analyses and scholarly research. It is the intent of CDHS/TCS that the data set, documentation, and technical report, become available to researchers when it is accepted by the CDHS/TCS.
3. **Progress reports:**
 - a. The contractor will forward a cumulative file of collected data to CDHS/TCS every two months and whenever information critical to the program is collected.
 - b. The contractor will submit biannual written progress reports describing the progress made in completing the work and meeting the established timelines so that CDHS/TCS can monitor the performance of the contract.

E. Data Collection and Preparation

1. The proposal must adequately describe the following:
 - a. the instruments to collect the data,
 - 1) Work

For data collection regarding items for which there are no previous development instruments – instruments will be pilot tested for validity and reliability,

2) Data Collection

Data collection instruments and protocols are to be consistent with data collection instruments and protocols previously used to ensure comparability of data for previous years.

- b. how data will be collected,
- c. the locations where data will be collected,
- d. how the data will be measured,
- e. how the data samples will be selected, and their size,
- f. the type and frequency of analyses conducted, and
- g. how the results of the proposal will be disseminated.

d. EQUIPMENT EXPENSES

List all equipment (including furniture) to be purchased with funds from this contract, quantify each item and give the approximate dollar amount for each. Provide a narrative justification.

All equipment purchased with contract funds are subject to CDHS/TCS approval and all such equipment become CDHS/TCS property and must be tagged with a State decal. The only equipment that may be purchased with funds from this RFP and subsequent contract is "expendable" equipment (costing less than \$500 per unit and/or having a life expectancy of less than four years), or "sensitive" equipment (defined as "sensitive equipment" in the State Administrative Manual regardless of the dollar amount, as listed in Appendix G). Definitions and additional information regarding equipment are also in Appendix G.

CDHS/TCS discourages agencies from using contract funds to buy equipment.

e. TRAVEL AND PER DIEM

Required CDHS/TCS Trainings/Conferences

✓ **Project Directors' Conference/Evaluation Showcase:**

This event is typically a three-day conference for program and evaluation staff/consultants.

Budget \$1200 per person (\$1000 for travel/per diem and \$200 for registration) for a maximum of two people to attend. The \$1000 for travel/per diem includes 2-3 nights of lodging and airfare. Budget this expense in year one and three.

✓ **Evaluation Task Force Meetings:**

This annual meeting is typically a two-day meeting for contractors to discuss their findings to a group of elite evaluators that advise CDHS/TCS.

Budget \$750 per person (\$750 for travel/per diem) for a maximum of three people to attend. The \$750 for travel/per diem includes two nights of lodging and airfare.

✓ **Face-to-Face Progress Report Meetings:**

Budget for the Project Director and another project staff member to attend the 10-12 face-to-face meetings over the term of the contract.

f. SUBCONTRACTS AND CONSULTANTS

A subcontractor is an individual or organization who performs a specialized task that is directly related to providing project services. Typical services provided by a subcontractor are conducting local surveys, developing anti-tobacco use education materials, coordinating large anti-tobacco use education events, etc. The use of subcontractors must be clearly defined in the Scope of Work.

**APPENDIX B
BUDGET SAMPLE**

Contract: TIME
Contract Number: 01-102
Term: 06/01/01-06/30/04

	PAY Period Type	Number of Pay Periods / Year	Salary Range	% of Time Hours	Year 1 6/1/01 - 6/30/01	Year 2 7/1/02 - 6/30/02	Year 3 7/1/03 - 6/30/03	Year 4 7/1/04 - 6/30/04	TOTAL BUDGET
A. PERSONNEL									
1. Project Director	S	24	1,400 - \$1,600	20%	\$ 1,200	\$ 14,400	\$ 14,400	\$ 14,400	\$ 44,400
2. Health Educator	S	24	\$1,250 - \$1,450	80%	\$ 4,320	\$ 51,840	\$ 51,840	\$ 51,840	\$ 159,840
3. Media Coordinator	S	12	\$1,300 - \$1,500	40%	\$ 1,120	\$ 13,440	\$ 13,440	\$ 13,440	\$ 41,440
4. Clerical Assistant	H	24	\$ 10 - \$ 20	30-40	\$ 2,100	\$ 25,200	\$ 25,200	\$ 25,200	\$ 77,700
Total Salary					\$ 8,740	\$ 104,880	\$ 104,880	\$ 104,880	\$ 323,380
B. FRINGE BENEFITS @X% - XX% of Total Salary					\$ 2,622	\$ 31,464	\$ 31,464	\$ 31,464	\$ 97,014
Total PersonnelL (Salary+Fringe)					\$ 11,362	\$ 136,344	\$ 136,344	\$ 136,344	\$ 420,394
C. OPERATING EXPENSES					\$ 21,300	\$ 98,000	\$ 100,900	\$ 101,500	\$ 321,700
D. EQUIPMENT EXPENSES					\$ -	\$ -	\$ -	\$ -	\$ -
E. TRAVEL/PER DIEM & TRAINING					\$ 1,000	\$ 21,000	\$ 25,000	\$ 25,650	\$ 72,650
F. SUBCONTRACTS and CONSULTANTS									
1. Survey Specialists					\$ -	\$ 1,500	\$ 1,500	\$ 6,000	\$ 9,000
2. ABC					\$ -	\$ 7,500	\$ 7,500	\$ -	\$ 15,000
3. Acme Co.					\$ -	\$ 1,200	\$ 1,200	\$ 1,200	\$ 3,600
4. Joe's Consulting					\$ -	\$ 10,000	\$ 12,000	\$ 14,000	\$ 36,000
Total Subcontracts and Consultants					\$ -	\$ 20,200	\$ 22,200	\$ 21,200	\$ 63,600
G. OTHER					\$ 500	\$ 5,000	\$ 5,000	\$ 5,000	\$ 15,500
H. INDIRECT EXPENSES @25% OF Total Personnel Costs					\$ 2,841	\$ 34,086	\$ 34,086	\$ 34,086	\$ 105,099
TOTAL					\$ 37,003	\$ 314,630	\$ 323,530	\$ 323,780	\$ 998,943

COST PROPOSAL JUSTIFICATION

ABC COMMUNITY SERVICES, INC.
BUDGET JUSTIFICATION
JUNE 1, 2001-JUNE 30, 2004

	<u>AMOUNT REQUESTED</u>				
	<u>FY 00/01</u>	<u>FY 01/02</u>	<u>FY 02/03</u>	<u>FY 03/04</u>	<i><u>Total for Grant Term</u></i>
A. PERSONNEL SALARIES					
1. Project Director (\$1,400-\$1,600 paid semi-monthly) x (20 percent) x (24 pay periods/per year) \$ 44,400	\$ 1,200	\$ 14,400	\$ 14,400	\$14,400	\$44,400
Project Director for tobacco control program. Responsibilities include overall planning, supervision, development, training, report writing, fiscal & general coordination of the project. Monitors the project budget, maintains liaison with CDHS/TCS Health Education Consultant/Health Program Advisor and Contract Manager. Approves budget, invoices, staff changes, ensures timely progress on contract obligations, and other duties as required. Devotes 10 percent of his/her time to oversee the implementation of the evaluation and work with the evaluation consultant.					
2. Health Educator (\$1,250- \$1,450 paid semi-monthly) x (80 percent) x (24 pay periods/per year)	\$ 4,320	\$ 51,840	\$ 51,840	\$51,840	\$ 159,840
Under supervision of the Project Director, responsible for coordinating the tobacco program's media activities, promotional events, trainings, newsletter, and other duties as required. Devotes 5 percent of his/her time to implement evaluation activities.					